

# InterSections

# 1

## Thursday 25 October

09.30 – 10.00	Registration & coffee
10.00 – 10.15	<b>Welcome</b> Kel Fidler, David Kester and Jeremy Myerson
10.15 – 11.00	<b>Innovation at the intersection of disciplines and cultures</b> Frans Johansson: Frans will outline lessons from his best selling book, The Medici Effect. He will argue that breakthroughs happen when new connections are made at the intersections between ideas, concepts and cultures.
11.00 – 11.45	<b>The challenge of design thinking</b> Tim Brown: Tim is a design industry leader and key promoter of the concept of 'design thinking', a term given to the introduction of design methods and culture into fields beyond traditional design, such as business innovation. Does this represent a threat or an opportunity to designers?
11.45 – 12.15	Coffee
12.15 – 13.15	<b>Break-out / Seminar sessions</b> <b>Culture thread</b> – Chair: Vicky Richardson <b>Fashion connections</b> Ignacio Germade, Sarah Maynard and Tom Savigar Fashion designers shaping car interiors, graphic designers crafting trainers and now the Prada phone. How other design fields are developing a fashion sensibility <b>Interactions thread</b> – Chair: Nico Macdonald <b>Designing interactions, media or experiences?</b> Andy Altmann, Durrell Bishop and Daljit Singh What do designers from different backgrounds and who are designing interactions to different ends, consider to be their core skills? <b>Business thread</b> – Chair: Jeremy Myerson <b>Are design schools the new B-schools?</b> Janet Abrams, John Bates and Christoph Böninger Business Week has floated the idea that tomorrow's Business school might be a design school. Can designers really go head-to-head with the MBAs?
13.15 – 14.30	Lunch
14.30 – 14.45	<b>Break out session feedback</b> Nico Macdonald, Jeremy Myerson and Vicky Richardson
14.45 – 15.30	<b>Mission creep – the limits of design</b> James Woudhuysen: As design makes inroads into business, public services and policy, it has developed greater ambitions. What are design's merits and limits? How far can design go?
15.30 – 16.15	<b>What is the new know-how in service design?</b> Chair: Jeremy Myerson. Gillian Crampton Smith, Chris Downs and Heather Martin Services have been around for centuries, but Service design has recently become a hot topic. So what are the core skills of service designers and how important are traditional designer notions such as craft, beauty and visualisation?
16.15 – 17.00	Coffee
17.00 – 17.50	<b>As designers, are we guilty of killing the planet?</b> John Thackara and friends John will argue that 80 percent of the environmental impact of the products and buildings is determined at the design stage; and the ways we have designed the world force most people to waste stupendous quantities of matter and energy. But for John, playing the blame game is pointless, the best way to redeem ourselves is to become part of the solution.
17.50 – 18.00	<b>Chair's remarks</b> Jeremy Myerson
18.00 – 20.00	Drinks reception: Pitcher & Piano

# InterSections

# 2

**Friday 26 October**

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9.30 – 10.00	Coffee
10.00 – 10.05	<b>Chair's remarks</b> Jeremy Myerson
10.05 – 10.50	<b>Lines, words, pictures and sound</b> Peter Higgins: Does the convergence of architecture, narrative and communication media create a new genre?
10.50 – 11.30	<b>Management: stupid by design</b> Stefan Stern: As a reviewer of management thinking for the Financial Times, Stefan will reflect on some broader shifts taking place in the world of knowledge work and in the organisations designers will find themselves working for. He will explain how to deal with management, which often involves stopping people from getting on with what they want to do. He will finish by pondering on what good management would look like?
11.30 – 12.00	Coffee
12.00 – 13.00	<b>Break-out / Seminar sessions</b> <b>Culture thread</b> – Chair: Vicky Richardson <b>But is it art?</b> Allan Chochinov, Matthew Collings, Peter Saville and Richard Shed Some argue that design is starting to fill the aesthetic and cultural vacuum left by contemporary art. Is it still useful to make a distinction between the two? Can art be functional or is 'Design Art' a new category? <b>Interactions thread</b> – Chair: Nico Macdonald <b>Can good design be 'co-created'?</b> Joe Heapy, Lynne Maher and Austin Williams What has design got to learn from the open-source software movement and 'wiki-nomics'? While everyone is a designer, isn't it the job of professional designers to champion good design? <b>Business thread</b> – Chair: Stefan Stern <b>What can design bring to strategy?</b> Richard Eisermann, Jonathan Sands and Ed Silk Design strategy is a growing sub-discipline of design. What are the strengths that designers bring to strategy building and what new skills must they acquire?
13.00 – 14.00	Lunch
14.00 – 14.15	<b>Break out session feedback</b> Nico Macdonald, Vicky Richardson and Stefan Stern
14.15 – 15.00	<b>Leviathan: the rise of the polymath</b> Richard Seymour: Reflecting on his discipline-busting career, Richard will argue that designers should adopt a wide-spectrum approach to the future. The key being to spot the gaps between existing skill sets and to make new connections.
15.00 – 15.40	<b>The silence of design</b> Clive Grinyer: This talk questions our model of design and looks at how designers must step into the world and show their value.
15.40 – 16.10	Coffee
16.10 – 16.50	<b>New connections</b> Question time: Chair: Jeremy Myerson. Peter Saville, Richard Seymour and John Thackara
16.50 – 17.00	<b>Closing remarks</b> Lesley Morris and Bob Young

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